



# EL EDITOR



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## Bonilla LULAC Puts Kent Hance on "Hit List"



HOUSTON, TX. (PHOTO EFE-ACHA) Tony Bonilla, President of LULAC, answers questions from reporters during his press conference last week. Seated to his right is Rafael Acosta, Director of LULAC District 8.

### LULAC Condena Votos de Hance

Tony Bonilla, nuevo electo presidente de la organización LULAC, proclamó a Kent Hance de Lubbock como parte de su lista de oficiales quien ellos (LULAC) trataran de derrotar en su próxima elección. Bonilla hizo fuertes declaraciones contra varios congresistas del Partido Demócrata que apoyaron el plan económico del Presidente Reagan.

Bonilla calificó a esos legisladores de "coyotes", "porque no tienen respeto por los derechos de los otros seres humanos, especialmente los pobres y los minoritarios. Corren como Demócratas para obtener el voto hispánico y cuando son electos se olvidan de quienes los eligieron y votan con los conservadores".

Bonilla asegura que congresistas como Kent Hance de Lubbock,

Richard White de El Paso, y Phil Gram de College Station iban a ser de la Lista Negra de LULAC (HIT LIST) si en próximas votaciones, como cuando se presente en el suelo del congreso la extensión del Acta del Derecho al Voto, no votan por esa extensión sin ningún cambio. De lo contrario, LULAC trabajará contra ellos para que no vuelvan a ser electos para cargos públicos cuando hayan nuevas elecciones.

Hance es uno de nueve congresistas que aun que son demócratas, han votado a favor de los programas republicanos de Reagan. Los nueve han sido criticados por líderes políticos de Texas por sus votos a favor de Reagan. El congresista Mickey Leland de Houston le ha llamado a los oficiales "boll weevils" quienes han tomado nuestra ayuda, nuestros votos,

nuestra confianza, y nos han abandonado para abrazar a Ronald Reagan y el Partido Republicano. Agregó el Rep. Leland que "Hance y Gram merecen una respuesta inmediata-deben de ser castigados".

El Representante Leland dijo que el Partido Demócrata debería de negarle fondos a estas personas, apoyo para organizar, y votos demócratas. Leland introdujo una resolución que condena a Hance Stenholm, y Gram y que pide a el comité ejecutivo estatal que cesurara a los oficiales y que buscaran a verdaderos demócratas para correr en contra de ellos y que se publicara la condena en todos medios de comunicación que se pudiera. "Yo, personalmente, voy a buscar a alguien quien oponga a estos desleales, pérfidos y traidores apostólicos," dijo Leland.

Tony Bonilla, newly elected national president of LULAC, said in a news conference held in Houston that Kent Hance has been targeted as one of a list of democrats to be defeated in the next election. Bonilla revealed LULAC's "hit list" saying that the legislators who had supported President Reagan's budget cut were "coyotes" because "they don't have respect for the rights of other humans, especially the poor and minority groups. They run as democrats to garnish the Hispanic vote and when they are elected they forget who elected them and they vote with the conservatives."

Bonilla assured that Kent Hance of Lubbock, Richard White of El Paso, and Phil Gram will also be placed on the LULAC black list. "LULAC will work against them to keep them from being elected to public office in the next elections."

Hance is one of nine congressmen who have sided with Reagan on his economic proposals. The nine have been criticized by political leaders in Texas who have nicknamed the nine congressmen "boll weevils".

Mickey Leland, congressman from Houston, has proposed that the Texas State Democratic Executive Committee censure Hance, Stenholm, and Gram and deny them future party assistance of any kind, including campaign funds. "I speak of the traitor in our Party, the 'boll weevils' who have taken our help, and our votes, and our trust, and have deserted us and have embraced Ronald Reagan and the Republican Party," said Leland. "I remember well campaigning for Hance in the black community in Lubbock — and they have now abused our trust, taken us for granted, and made us look like a big joke on the TV networks across the entire country. And what is even more outrageous is that they expect to get away with this."

Leland, who is chairman of the black caucus of the Democratic National Committee, called on members of minorities to challenge the three politically in 1982.

Hance said he broke out in a rash from anxiety as he agonized how to vote. But he told the Los Angeles Times, "My constituents are conservatives—and they don't object to my working with a Republican President."

### Lamesa Citizens To Boycott Press-Reporter

Residents of Lamesa upset over the editorial policy of the Lamesa Press-Reporter plan to begin a boycott of the newspaper this Sunday, July 26. The boycott is being organized by the Concerned Citizens committee.

Protests originated after the editor, Walter Buckel, claimed that a report made by Channel 2 from Midland-Odessa. Buckel claimed that the TV story, in which the Sheriff admitted to resigning because of pressure from the Chicano community, was "highly slanted, distorted, and inaccurate...I thought TV 2 was above such junk."

According to Carlos Leal, many people from Lamesa are upset saying that the Press-Reporter, as well as city official and specifically Crow Taylor, city manager, have tried to attribute Police Chief Bartlett's resignation to reasons other than the truth. "We simply think it's a distortion of the real facts," said Leal. The three main reasons for the protest are that the truth should be acknowledged concerning the real reason for the Chief's resignation; city hall is continuing its policy of not listening to the citizens; and that the Press-Reporter has distorted the facts.

### Fandango Jalapeño

Chevo Morales, president of LULAC Council 263 of Lubbock announced today that his Council has joined forces with some local businesses to put together one of the biggest events for Chicanos ever in West Texas and Eastern New Mexico. Co-sponsoring with the local Budweiser distributor, LULAC will hold the First Annual "Fandango Jalapeño" on Sept. 6, Sunday of Labor Day weekend.

Half of this event will feature a music festival starring 11 or 12 of the top Chicano bands in the country. Working with the local promoters, LULAC will be bringing in some of the top recording artists that have made Chicano music the art that it is now. Several bands have confirmed and announcement of the names will be made as soon as all the bands have confirmed. Also present will be some of the biggest promoters in the area and radio and TV personalities will be the guest masters of ceremony. There will be continuous music for nine hours with no breaks or intermissions.

The other half of the event, which LULAC is co-sponsoring with D.J. Hydraulics owned by Domingo Hernandez, will be a Low Rider Car show and competition. Low riding has evolved into one of the biggest expressions of Hispanic Heritage and has with it its own style of dress and expressions. Because of the rapid growth of Low Rider clubs across the nation, and the large number of participants in these clubs, Morales stated that they are expecting around 100 of the top cars from California, Arizona, New Mexico and Texas to enter the competition. The endorsement of the national Low

Rider Magazine has added not only prestige but assured the event national competition status. Areas of competition are interior, exterior, overall and the ever popular "hopping" where the cars are made to "hop" by hydraulic systems which have been installed. First prize for the "hopping" competition will be \$500 and trophies will be awarded for the rest of the competition. Also, there will be a "Zoot Suit" and "Bad Girl" contest featuring competition in Low Rider fashions.

Commenting on the expected turnout, Morales said, "We feel that this will be the largest gathering of Chicanos not only in Lubbock but all of West Texas and Eastern New Mexico. Because we are having two events pertaining to our culture and highlighting our Heritage—our music and the traditions of the Low Riders—it will be a worthwhile and memorable trip for those who come to Lubbock and this great event. We feel that many will come and we expect a full house."

Starting time for the "Fandango Jalapeño" will be at 12 noon and will last until 9 p.m. Both the music festival and the car show will be on at the same time and both will be held at the Lubbock Speedway located south of Lubbock on the Tahoka Highway. Food and drinks will be sold at the Speedway for those planning on staying all day. Prices for the whole event are \$3 for adults and \$1 for children 6 thru 12. Tickets will sell at the gate or you may buy them in advance at the LULAC office or any LULAC member. For more information on the "Fandango Jalapeño" please contact the LULAC office at 747-5775 or D.J. Hydraulics at 747-5765.

## La Chicana: El Mural Y El Plan

Por Wilma Espinoza

En medio de las deliberaciones nacionales de nuestra asociación, esta semana (del 22 al 24 de Julio), es destacada Julie Orozco Ruelas, pincel en mano. Los demás participantes de la conferencia anual de la Asociación Nacional de Mujeres Mexicano-Americanas (siglas del nombre en inglés MANA), que se celebra en Washington, D.C., se mueven de los talleres de trabajo a las sesiones de otros asuntos.

Julie Orozco Ruelas, de San Fernando, California, es pintora de murales. Los demás participantes, de todas partes de la nación, son científicos, educadores, amas de casa, trabajadores "de cuello azul", estudiantes y trabajadores agrícolas. La Sra. Ruelas y los demás participantes están propocionando evidencia tangible de nuestra devoción sincera, nuestro deseo de aprender y nuestra capacidad extremada para influir positivamente en el destino de nuestra raza. Tanto el mural como nuestros debates reflejan el tema: Chicana: El Futuro de Nuestra Raza.

Con golpes y colores intrépidos, la Sra. Ruelas está definiendo, por medio del arte, lo que el resto de nosotros está formando por medio del debate y del consenso: El papel que la chicana, la hispana debiera jugar y desempeñará en el progreso de nuestra gente en la instrucción, el empleo y los derechos civiles; en la formación de nuevos cursos de acción y en la modificación de los ya promulgados para dar forma a nuestro "Nuevo Comienzo."

A José Clemente Orozco se le reconoce como uno de los muralistas más brillantes de México y del mundo. No sé si es pariente de Julie Orozco Ruelas. Pero ella sabe que el pintar murales no se 'a considerado como una ocupación decuada para las mujeres, y que los muralistas mexicanos tan famosos como Orozco y Diego Rivera representaban a un grupo a las mujeres en actitud pasiva, algunas veces como imáger.es elebadas o

diosas, otras veces como prostitutas o discípulas envueltas en mantas, que seguían a sus hombres a la guerra.

En el pasado, en nuestras gestiones para encontrar y cumplir nuestro destino, nosotras las hispanas hemos tenido que combatir en contra de nuestros propios hombres y de las mujeres no hispanas también. Los hombres hispanos, por ejemplo, no han visto de tal modo como propiedad suya que han tratado de callarnos hasta cuando hemos hablado a favor de nuestro derecho básico de elección reproductiva. Las feministas blancas no nos han comprendido cuando hablábamos en favor de los reglamentos federales acerca de la esterilización de las mujeres. En ese caso, la posición de las feministas anglo-americanas fue que los reglamentos federales sobre los procedimientos de esterilización debían imponerse a la comunidad médica antes que al consumidor. Sin embargo, para las chicanas, las barreras culturales del idioma exigen que se les proporcionen intérpretes o defensores con paciencia que asuman que el procedimiento se ha comprendido.

Se nos ha tratado con paternalismo y se nos ha insultado. Los hombres hispanos a'n deben aceptarnos como asociadas competas. Las mujeres no hispanas se ofenden cuando nos negamos a aceptar sus valores culturales, que rechazamos como poco importantes o incompatibles.

Ahora, por medio de nuestra propia investigación e iniciativa, estamos evaluando nuestra evolución. Estamos aprendiendo acerca de nosotras mismas. Este país no tiene casi ninguna información sobre la extensa familia hispana - de qué modo está cambiando y continuará haciéndolo. Por ejemplo, ¿cómo afecta a la familia nuestra movilidad cada vez mayor? ¿Y qué hay de la frecuencia cada vez mayor de familias encabezadas por mujeres, la

participación en aumento de las mujeres hispanas en la fuerza de trabajo y el apoyo disminuido de nuestro gobierno por la instrucción bilingüe?

¿Están ocurriendo estos cambios porque nosotros queremos, o porque lo hemos tolerado? ¿Cuál es nuestra relación con la sociedad mayoritaria?

En una época en que el interes nacional está volviendo hacia unos Estados Unidos que encanecen, los hispano-americanos tenemos una edad promedio dramáticamente baja, de 20.1 años, comparada con la de 30.4 para los no hispanos. Morimos más jóvenes, a los 55 años de edad, en comparación con la de 65 para los no hispanos. Debemos insistir en una política social nacional destinada a satisfacer nuestras necesidades también.

Demasiados hispanos a quienes se identifica por parte del "establecimiento" y de los medios de comunicación como los dirigentes de nuestra comunidad, se ven constreñidos para expresar sus opiniones porque dirigen programas que se encontrarían en peligro si les fallara el apoyo gubernamental. Evidentemente, debemos volver a examinar nuestras estructuras de organización.

La hispana tiene muchos posibles aliados. Trabajaremos con esos grupos, de hombres o de mujeres, hispanos, que no comprendan, que aprecien nuestros valores, y que apyen nuestra lucha por la dignidad y la igualdad.

Julie Orozco Ruelas promete que las figuras femeninas de su mural exudarán carácter y fuerza. Esa será reflexión muy apropiada de los millones de chicanas y loiras hispanas que ya no se proponen más verse atrapadas por el sexismo, el racismo y la ignorancia de otros. (Wilma Espinoza, oriunda de Colorado Springs, es la presidenta de la Asociación Nacional de Mujeres Mexicano-Americanas).

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## La Chicana: The Mural The Plan

By Wilma Espinoza

In the midst of our association's national deliberations this week (July 22-24) stands Julie Orozco Ruelas, paintbrush in hand. Other participants at the Mexican American Women's National Association (MANA) annual conference being held in Washington, D.C., move from workshops to business sessions.

Julie Orozco Ruelas, from San Fernando, California is a muralist. The other participants from all parts of the country are scientists, educators, homemakers, blue collar workers, students and farmworkers. Ms. Ruelas and the other participants are providing tangible evidence of our sincere dedication, desire for knowledge and paramount ability to positively influence the destiny of our Raza. Both the mural and our deliberations reflect the theme: CHICANA: El Futuro de Nuestra Raza.

With bold strokes and colors, Ms. Ruelas is defining through the medium of art what the rest of us are shaping by debate and consensus: the role la Chicana, la Hispana, should and will play in the progress of our people in education, employment and civil rights; in the formation of new policies and the modification of those already enacted in the shaping of our "New Beginning".

José Clemente Orozco is recognized as one of Mexico's and the world's most brilliant muralists. Whether he is kindred to Julie Orozco Ruelas, she doesn't know. But she does know that painting murals hasn't been considered an appropriate profession for women, and that such famous Mexican muralists as Orozco and Diego Rivera often

portrayed women passively, sometimes as elevated images, goddesses, sometimes as prostitutes or as shawled disciples, following their men off to war.

In the past, in our efforts to find and fulfill our destiny, we Hispanics have had to battle our own and non-Hispanic women as well. Hispanic men, for example, have viewed us so much as their property that they have tried to quiet us when we have spoken out in behalf of our basic right of reproductive choice. White feminists haven't understood us when we spoke out in favor of federal regulation over sterilization of women. In that case, the Anglo feminist position was that federal regulations on sterilization procedures should be imposed on the medical community rather than on the consumer. However, for chicanas, the cultural barriers of language requires that translators or patient advocates be provided to assume that the procedure is understood.

We have been patronized and insulted. Hispanic men have yet to accept us as full partners. Non-Hispanic women are incensed when we refuse to accept their cultural values, values we reject as irrelevant or incompatible.

Now, through our own research and initiative, we are assessing our evolution. We are learning about ourselves. This country has next to no information about the extended Hispanic family — how it is changing and will continue to change. For example, how does our increased mobility affect the family? What about the increased incidence of female headed households, the increased participation of Hispanic women in the work force and our government's diminished support for

bilingual education?

Are these changes occurring because we want them to, or because we have let it? What is our relationship to the majority society?

In an era when the national interest is turning to a graying America, Hispanic-Americans have a dramatically low median age, 20.1 compared to 30.4 for non-Hispanics. We die younger, at 55 years of compared to 65 for non-Hispanics. We must insist on a national social policy designed to meet our needs, also.

Too many Hispanics identified by the establishment and the media as our community's leaders are constrained from asserting themselves because they head programs which would be jeopardized by the withdrawal of government support. Obviously, we must reexamine our organizational structures.

La Hispana has many potential allies. We will work with those groups, male or female, Hispanic or non-Hispanic, which understand us, value our values, and support our struggle for dignity and parity.

Julie Orozco Ruelas promises that the female figures in her mural will exude character and strength. That will be a most appropriate reflection of the millions of chicanas and other Hispanas who no longer intend to be trapped by the sexism, racism, and ignorance of others.

(Wilma Espinoza, a native of Colorado Springs, is president of the Mexican American Women's National Association)

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# EDITORIAL

Unavezmas nuestro representante en Washington esta saliendo en las noticias. Estavez ya le pusieron nombre. "Boll Weevil". En español es un gorgojo del algodón, algo hasi como una chinche.

Estavez hasta sus propios compañeros demócratas lo estan criticando por apoyar a el Presidente Reagan. Pero siempre sale nuestro representante en Washington con una sonriza de oreja a oreja.

Su razon porque apoya a Reagan es de que la gente que representa quieren que apoye al programa de Reagan. Quien le dijo esa mentira? O seria que nosotros, los que no apoyamos los programas de Reagan no le hemos dicho? Todos los dias escucho gente quejarse tocante los recortes en programas sociales y como estan sufriendo los pobres. Parezse que toda persona quien encuentro me dice lo mismo.

Pero nuestro representante en Washington dice que toda la gente le dice que apoyan a Reagan?

Quizas los que se quejan con migo se deben de quejar con el. Hagalo hoy! Su direccion es 1039 Longworth HOB, Washington, D.C. 20515.

Once again our representative in Washington is in the news. This time he has acquired a nickname. "Boll Weevil".

This time even his fellow democrats are criticizing him for supporting President Reagan. Put we always see him with a smile from ear to ear.

His reasoning for supporting Reagan is that his constituents are conservative and support Reagan. Where did he get that information? Or is it that the people who don't support Reagan are not letting him know their opinions? Everyday we hear complaints of the Reagan budget cuts and how they are affecting the poor. Sometimes it seems that every person that calls complaints about it.

But our representative in Washington said that the people he represents support Reagan?

It's time for all those people who are complaint to us to write our representative and let him know our opinions. Do it today! His address is 1039 Longworth HOB, Washington, D.C. 20515.

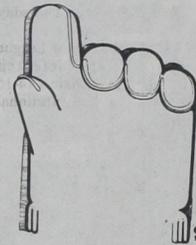


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# EL EDITOR

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## El Hijo De La Economia Hechizada

El Hijo De La Economia Hechizada  
Por Ben Fernández

Los Estados Unidos es hallan a punto de cometer uno de los mayores errores económicos de todo los tiempos.

El disminuir la tasa de los impuestos sobre ingresos durante un periodo continuado de inflación es nada menos que volver a instaurar la economía de la hechiceria, como una vez lo describió el vice-presidente George Bush.

Durante una época de inflación, el presidente Reagan propone disminuir las tasas de impuestos federales sobre ingresos en un 5% en el año fiscal de 1982 y un 10% durante cada uno de los dos años sucesivos. Los teorizantes de la economía orientada hacia los suministros razonan que una proporción considerable de estos fondos resultarán ahorrados en los bancos y entonces se les prestarán a la industria para lograr un periodo sostenido de crecimiento y expansión.

No lo creo así. En el primer año, la familia estadounidense promedio recibirá, aproximadamente, nueve dólares por mes como resultado de las rebajas de impuestos. Antes que ahorrar una parte considerable, gastarán los nueve dólares y producirán otra etapa de inflación.

Cuando una nación se halla de lleno en una espiral inflacionista, el método tradicional para ponerle fin es AUMENTAR los impuestos y dificultar el crédito; así, se quita el dinero de las manos del consumidor. En el caso de la administración de Reagan, al contrario del consejo de la mayor parte de los economistas, se desea poner MAS dinero en manos del consumidor. Se desea salir de la inflación GASTANDO. El Congreso, atemorizado por las perspectivas de derrota en 1982, parece estar echándose al suelo y haciéndose el muerto.

Pero ésto no es todo. Si el Congreso

aprobara el plan de reducción de las tasas de impuestos, pondrá en movimiento a'n otra variable más, que no parece preocuparle en estos días: El déficit del presupuesto del gobierno federal. Como resultado directo de las rebajas de impuestos, parece inminente un déficit presupuestario aproximado de sesenta mil millones de dólares en el año fiscal de 1982. Un déficit de 60 mil millones de dólares - suena como el pan nuestro de cada día.

¿Qué sucede cuando el gobierno incurre en un déficit? El primer efecto es que el gobierno federal debe ir al mercado de dinero para tomar fondos a préstamo con tasas de interés más elevadas que, digamos por caso, las de las cuentas de ahorros. A medida que el gobierno comite por el crédito, impulsa las tasas de interés para el sector privado hacia alturas anormales.

A continuación, a medida que los 60 mil millones extra de dólares se bombeaban hacia dentro de la economía, los estadounidenses tienen la certidumbre de embarcarse en un torbellino de compras que convertirá a la inflación de dos cifras en uno de los hechos de la vida.

El Sistema de la Reserva Federal, al darse cuenta de que el Congreso se propone persistir en su locura deficitaria, no tendrá más alternativa que elevar la tasa de descuento para los bancos que lo forman, asegurando para los Estados Unidos tasas de intereses primarias del 20% y más en 1982. Es interesante señalar que la tasa primaria de interés se alzó del 19.5% al 20.5% durante el mes de Junio de 1981. Es bastante posible que la Reserva Federal esté enviando una señal a la administración de Reagan y al Congreso en el sentido de que no tolerará más déficits.

Las tasas de intereses del 20% y mayores enfriarán ciertamente la economía, pero también producirán un efecto deletéreo sobre las industrias de la vivienda y del automóvil especialmente, y también sobre toda la economía.

Mas éso no es todo. Cuando el gobierno federal tome dinero a préstamo para satisfacer sus obligaciones, aumentará la deuda federal acumulada. Bajo la administración de Reagan, la deuda excederá de un trillón de dólares y el interés de la misma, tercer renglón por su importancia en el presupuesto federal, se inflará.

George Bush lo llamó economía de hechiceria; y éso mismo es lo que Ronald

Reagan está llevando a la práctica. El Señor Reagan Debiera, Antes De que Sea Demasiado Tarde, Retirar Inmediatamente Sus Demandas Para Rebajar Las Tasas de Impuestos. Sencillo, no funcionarán.

Las tasas impositivas debieran mantenerse al nivel actual durante dos años. El ingreso gubernamental procedente de esta acción equilibraría una porción considerable del déficit y rendiría los siguientes beneficios al pueblo estadounidense:

- (1) Se nivelaría el presupuesto;
- (2) Se detendría la inflación;
- (3) Las tasas de interés disminuirían;
- (4) La industria crecería y se ampliaría;
- (5) Se reduciría la deuda federal;
- (6) El interés sobre la deuda disminuiría; y
- (7) Entonces podríamos comenzar a rebajar los impuestos federales.

Para Repetirlo, El Señor Reagan Debiera Retirar Su Demanda Para Rebajar Las Tasas De Impuestos. La República se halla en un punto crítico. El tiene la oportunidad de llevar a esta nación, bien sea a la gandezza económica o a una época de caos económico. ¿Cuál será?

(Ben Fernández, economista de Calabazas Park, California, fué candidato a la postulación para la presidencia de los Estados Unidos en las elecciones primarias republicanas de 1980).

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Word and sense are identical in Latino culture when the speaker feels there are sufficient reasons for this to be so. Having said something in order to be agreeable is often not one of those reasons.

(Jack Wiedemer is a certified, professional interpreter-translator and free-lance writer, currently living in Washington, D.C.)  
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## The Sense Behind The Words

By Jack Wiedemer

While doing research on certain government programs a couple years ago, I read a most interesting article by a Hispanic federal drug counselor who claimed to be speaking for other Hispanics employed in that same field. The burden of his message was that Chicano drug addicts ought to be counseled by Chicano counselors trained by yet other Chicanos.

The reason for this projected personnel policy, according to the essay, was that differences of culture make it impossible for Hispanics to empathize adequately with Anglos. An example of this disharmony, he asserted, was the Anglo's tendency to attribute great importance to people's showing up on time for the appointments they have made.

Let's consider the matter of appointments, and related verbal pledges or offers. This question illustrates a fact most English-speaking Americans tend to be unaware of: the bond between literal and real meaning of words is not necessarily the same for all cultures.

The Hispanics Americas vary so much that no general rule can apply to each of them. Outsiders who have dealt widely with the Spanish-speaking countries of this hemisphere know, however, that their just showing up, late or not, even for appointments of some importance, is often not regarded as a moral imperative.

In his semi-autobiographical novel, L'Indesirable, Regis Debray, the French former international revolutionary, recalls awe-struck the Latin Americans' "extraordinary capacity for forgetfulness." During his days as a Marxist activist in Latin America, he relates, dedicated local leftists frequently committed themselves to one vital clandestine rendezvous and then agreed with somebody else to be at another such meeting which was to take place at the same time but a mile-and-a-half away.

To the great joy of the capitalist security forces, the consequent breakdowns in the chain of underground communications regularly resulted in such collectivist setbacks as comrades killed or captured, uprisings foiled, and long-prepared operations cancelled or botched at the last moment.

That this business of commitments-which-aren't has a linguistic aspect was first indicated to me some time ago, when I complained about a Colombian girl who regently promised to participate in interpreter-training exercises and often failed to show up.

"You have to realize," a motherly Venezuelan lady cut me short, "that she's South American, so when she makes a promise like that, she doesn't mean she's promising. She means something else."

Incidentally, both those women have since become quite successful interpreters and arrive on time for work, because that's a matter not of ethical obligation but of keeping bread under their butter.

It was another Colombian who later clarified the whole matter for me by saying: "People in the United States are so cold! They only invite you to their homes when they mean it. In Latin America, people invite you all the time, even if there isn't going to be anybody in the house when you arrive."

The offer, or "commitment," made purely as a pleasant gesture is a basic feature of the culture which looks back to Don Quixote. Spaniards as well as Spanish Americans frequently make "gifts" which they fully expect the "recipient," as a well-bred person, will definitively refuse. And although Carlos Fuentes has La Cabeza de la Hidra's irascible protagonist fume about fellow Mexicans always coming late to parties, the fact is: in that and many other Hispanic countries, the hosts announce their doors will be open as of, say, 8 p.m., but it's assumed the guests won't be so gross as to arrive before the leisurely termination of the preparations an hour or so later.

Word and sense are identical in Latino culture when the speaker feels there are sufficient reasons for this to be so. Having said something in order to be agreeable is often not one of those reasons.

(Jack Wiedemer is a certified, professional interpreter-translator and free-lance writer, currently living in Washington, D.C.)  
Hispanic Link, Inc. Copyright 1981.

Mientras efectuaba la investigación acerca de ciertos programas gubernamentales, hace algunos años, lei un artículo interesantísimo escrito por un asesor federal hispano en materia de estupefacientes, que alegaba estar hablando a nombre de otros hispanos que trabajaban en el mismo terreno. El tema central de su mensaje era que los chicanos adictos a los estupefacientes deberían recibir asesoramiento de consejeros chicanos adiestrados todavia por otros chicanos.

La razón de este proyecto en materia de personal, según el ensayo, era que las diferencias culturales imposibilitaban el que los hispanos se entendían de forma apropiada con los anglo-americanos. Ejemplo de esta disonancia, afirmaba él, era la tendencia de los anglo-americanos a conceder importancia considerable al que las personas llegaran a tiempo a las citas que han concertado.

Consideremos el asunto de las citas y las promesas u ofertas verbales relacionadas con ellas. Porque aquí tenemos un buen ejemplo de un fenómeno de que la mayor parte de los estadounidenses de habla inglesa no se hallan conscientes. A saber que el nexo entre la significación literal y la actual de las palabras no es, necesariamente, el mismo en todas las culturas.

La América hispana es tan diversa que no puede aplicarse una regla general a cada una de sus naciones. No obstante, las extranjeras que han tenido tratos extensos con los países de habla hispana de este hemisferio saben que en aquellas patrias la sola asistencia, tarde o no, a'n para citas de alguna importancia, muchas veces no se considera a modo de obligación moral.

En su novela-autobiográfica, "L'Indesirable" ("El Indeseable"), Régis Debray, el antiguo revolucionario internacional francés, recuerda atemorizado la "extraordinaria capacidad de olvidar" latino-americana. Durante sus días de activista marxista en la América Latina, relató, los izquierdistas locales dedicados se comprometían a acudir a reuniones clandestinas vitales y entonces acordaban con distinta persona asistir a otra reunión de la misma clase, que se efectuaría a la misma hora, pero a milla y media de distancia de la anterior.

Con gran alegría para las fuerzas de seguridad capitalistas, las rupturas consiguientes de la cadena subterránea de comunicaciones locales por resultado reveses colectivistas, en forma de camaradas muertos o capturados, levantamientos frustrados y operaciones preparadas durante largo tiempo

eliminadas o estropeadas en el último minuto.

El que este asunto de compromisos que no lo son tenga un aspecto idiomático me fué indicado primeramente hace alg'n tiempo, cuando me quejé de que una muchacha colombiana que prometía a menudo participar en ejercicios de adiestramiento para intérpretes dejara constantemente de llegar a las citas.

"Usted tiene que darse cuenta," me atajó una señora venezolana de aspecto maternal, "de que ella es sur-americana, de modo que cuando ella hace una promesa como la mencionada, no quiere decir que esté prometiendo. Ella quiere decir una cosa distinta."

A propósito, ambas mujeres han llegado a ser, dese entonces, intérpretes con bastante óxito y llegan a tiempo al trabajo, porque éso no es asunto de obligación ética, sino de mantener el pan debajo de la manteca.

Fué colombiano el que me aclaró después todo el asunto, al decir: "¡La gente de los Estados Unidos es tan fría! Solamente lo invitan a uno a sus casas cuando lo dicen de verdad. En la América Latina, lo invitan a Ud. todo el tiempo, aún cuando no vaya a estar nadie en la casa al llegar usted."

La oferta, o "compromiso", que se hace meramente como un gesto agradable, es una característica básica de la cultura que se remonta hacia atrás Don Quijote. Los españoles así como los hispano-americanos hacen a menudo "regalos", que esperan por completo que los "beneficiarios", como personas bien nacidas, se negarán a aceptar definitivamente. Y aunque Carlos Fuentes pinta al protagonista irascible de "La Cabeza de la Hidra" sulfurándose porque sus compatriotas mexicanos siempre llegan tarde a las fiestas, el hecho es que en ese y en Muchos otros países hispanos, los anfitriones anuncian que sus puertas se abrirán, digamos, a las ocho de la noche, pero se presume que los invitados no serán tan vulgares como para llegar antes de la terminación pausada de los preparativos, como una hora después o algo así.

Las palabras y el sentido de ellas son idénticos en la cultura latina cuando el orador cree que hay razones suficientes para que ésto sea así. El haber dicho algo para ser agradable no es, con frecuencia, una de esas razones.

(Jack Wiedemer es intérprete y traductor profesional certificado y escritor por cuenta propia, que vive actualmente en Washington, D.C.)  
Propiedad literaria registrada por Hispanic Link, Inc., en 1981.

# Sports Spotlight

By Olga Riojas  
Sports Editor



Southern pitcher in action on Thursday evening.

## Dixie Over Southern

In the Area II tournament, Adam Lopez pitched Dixie to an 11-2 victory over Southern Thursday night.

In the 13-year old Senior League tournament, Dixie defeated Southern 19-1 to join Dixie's 14-15 year-old team in the sectional tournament.



Dixie's catcher talks to batter as he takes a swing and failed Southern up on top over Dixie last Thursday.

**DON'T FORGET!**

The Pan American Golf Association of Lubbock will hold a Softball Tournament on Saturday, July 25th and 26th at the South Park Farms. It will be a 3-2 pitch official lumps.

Trophies will go to 1st thru 4th Most Valuable Player awards.

Everyone is urged to bring the whole family to this softball tourney Saturday and Sunday. The concession stand will be open and will be full of goodies for everyone.

For further information contact Sam DeLeon and Ruben Flores at 793-5192.

Come and have good time!!!!

## Gómez Dice Que Noqueará A Sánchez

El puertorriqueño Wilfredo Gómez, campeón super gallo del Consejo Mundial de Boxeo (CMB)—, iniciará un breve un entrenamiento con miras a una pelea con el campeón pluma del mismo organismo, el mexicano Salvador Sánchez.

Gómez y Sánchez se enfrentarán el 2 de agosto en Las Vegas, Nevada, en un combate a 15 asaltos.

Gómez está por encima de la división pluma y tendrá que ejercitarse duro para reducir algunas libras.

El puertorriqueño proyecta viajar

Estados Unidos en los primeros días de agosto, para concluir su entrenamiento en Las Vegas, y ha pronosticado que noqueará a Sánchez entre el octavo y décimo asalto.

El monarca mexicano recibió 1,700,000 dólares, la bolsa mayor para un peleador azteca en la historia pugilística.

Gómez tiene asegurado medio millón de dólares y un por ciento de lo que se recaude en circuito cerrado de televisión.

Los periodistas deportivos locales cotizan a Gómez favorito sobre Sánchez, tres a uno.

## 2nd Annual LULAC Softball Tournament

The 2nd Annual LULAC Softball Tournament will be held on July 31, August 1st and 2nd at the Boys Club on 3301 Cornwell. It will be a 16 team tournament. 1st, 2nd, 3rd, 4th and good sportsmanship trophies will be awarded. Individual awards will be awarded for 1st, 2nd, and 3rd.

Any team interested contact Roy Ortiz at 744-3906 or Armando Garcia at 747-8945. All teams will be taken on first come first serve basis. Meeting for all tournament teams will be held July 28th. All teams will be notified of meeting location at a later date.



Brenda Rocha, hija de el Sr. y Sra. Tony y Rosie Rocha celebrará su quinceañera este proximo sábado día 25. La misa de celebración se llevará a cabo en la Iglesia Nuestra Señora de Guadalupe a las 3 de la tarde. Brenda es una estudiante de primera año en la escuela Lubbock High. Habrá un baile despues de la misa. Felicitaciones de parte de sus familiares.

## Texas Tech Football 1981

Sept. 12	at Colorado
Sept. 19	New Mexico
Sept. 26	at Baylor
Oct. 3	Texas A&M
Oct. 10	Arkansas
Oct. 17	Rice
Oct. 24	Washington
Oct. 31	at Texas
Nov. 7	TCU
Nov. 14	at SMU
Nov. 21	at Houston

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# Sports Spotlight



By Olga Riojas

## Brown Force Outscore Striders; 2-0



It was Monday evening that the A Division Brown Force out-ran, out-played and outscored the B-Division Champs Striders in a benefit soccer game that was held at the Chapman Field. The Brown Force lost last year to the Striders with a 3-2 final score but this year they (Brown Force) didn't allow any score from the Striders and finished the 3rd Annual Benefit soccer game with a 2-0 victory.

Barbara Sommerville, Director of the Guadalupe Center is pleased and very grateful with everyone who came out and supported the benefit soccer game Monday. There was approximately \$400 raised at the benefit game for this year and looking forward for the 4th Annual Soccer benefit game.

## Raider Tickets On Sale



Texas Tech is now selling single-game football tickets and season tickets over at the ticket office in the north end of Jones Stadium.

Single-game tickets are \$10 apiece while season tickets are \$60 apiece. The Red Raiders will play six games in Jones Stadium this season, including four in a row in October.

New Mexico comes to Lubbock September 19, followed by Texas A&M on October 3, Arkansas on October 10, Rice on October 17, Washington on October 24, and TCU on November 7.

The Tech-Texas A&M contest is the only home game close to being sold out, ticket manager Carol Baker said. Single reserved seats and grass seats are all that remain on sale for the A&M game.

## National Football League Notes

-All pro linebacker Robert Brazile has signed a contract with the Houston Oilers through the 1986 season.

-No. 1 draft pick Randy McMillan signed a 4-year \$1 million contract with the Baltimore Colts, bringing to 11 the number of draft choices who have signed with the club.

McMillan, 6-1, 225 pounds, rushed 147 times for 692 yards and caught 19 passes in 1980 for the University of Pittsburgh. He is being groomed as a blocking back for Colts' halfback Curtis Dickey.

Chicago Bears' No. 1 draft pick Keith Van Horn has signed a series of 1 year contracts.

It's understood that the offensive

tackle from the University of Southern California says he is pleased with the contract. Financial terms were not disclosed.

-Running back George Rogers, first-round draft choice of the New Orleans Saints, failed to complete the 1 1/2 mile run at preseason training camp - the first on field test for the athletes on hand.

-The Detroit Lions said they had obtained veteran linebacker Steve Towle from the Miami Dolphins for an undisclosed draft choice.

-Towle, 27 played out his option last season with Miami and could not be traded to the Lions until the new contract could be worked out with his agent, Jack Mills. Lions executive vice president and

general manager Russ Thomas recently completed work on the new pact.

-Two University of Pittsburgh products - one who showed and one who did not - were in the spotlight as the Washington Redskins opened their 1981 summer training camp.

-Mark May, an offensive tackle and winner of the Outland Trophy as the nation's best interior lineman but failed to come to terms with the team.

-May's teammate at Pitt, center Russ Grimm, has come to terms. Including a bonus for signing his salary and incentive clauses, the first year of the 3-year pact is worth approximately \$120,000.

## Shotgun To Be Utilized This Season In Pro Football

his open receivers more easily.

The San Francisco 49ers created the shotgun attack 21 years ago, and used it regularly the next season featuring fleet rookie quarterback Bill Kimer. But opposing teams soon wised up and the method was dropped.

The shotgun wasn't used again until 1972, when the Cowboys employed it in must-pass setups. Last season, Miami, Buffalo and Washington gave it a try, and this year the 49ers and Green Bay also are adding it to their offensive strategies.

## Junior Raiders Seek Recruits For Program

The Texas Tech ticket office is currently accepting memberships in the Junior Raiders Football Program for youth 15-years-old and younger.

In its second year, Junior Raiders offers an assortment of benefits for the \$15 membership fee. Each member receives reserved seat tickets for the New Mexico, Arkansas and Washington home football games; a Junior Raider T-

shirt; a red and black pom-pom; coupons good for up to 50 percent off at Mr. Gatti's Pizzeria; a picture day with Red Raider football players during the season; and a newsletter from defensive lineman Gabriel Rivera.

Contact ticket office personnel at the north end of Jones Stadium to join the program.

## EL EDITOR

PRE-BIDDING 10-4, SATURDAY, JULY 25 AT KLBK TV STUDIOS



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## PAGA Holds Tourney

The Pan American Golf Association of Lubbock will hold a Softball Tournament on Saturday, July 25th and 26th at the South Park Farms. It will be a 3-2 pitch official ump.

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Everyone is urged to bring the whole

famly to this softball Tourney Saturday and Sunday. The concession stand will be open and will be full of goodies for everyone.

For further information contact Sam DeLeon and Ruben Flores at 793-5192. Come and have good time!!!



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# EL EDITOR 1981 Consumer Business Review

## Abernathy Meat Products

Albert & Margie Resendes - Owners

Abernathy Meat Products located at 102 East 16th in Lubbock, phone 298-2944 is well known in this area for their fine meats and excellent custom cutting work.

Regardless of what you have to be cut and wrapped, the experts here at this company can handle the job in the most professional manner so that you get the most of each

particular cut of meat, and cut the right way so that it will be more tender.

They will completely wrap it for you and freeze it. All of this will be done in the shortest time. They also offer a free delivery service within 50 miles.

Through their interest to select only the highest grade meat this company is known for their delicious meats at realistic

prices, and always very tender.

The editing staff of this 1981 Better Business Review suggest to our readers that they let this firm cut up their meat, and remember when looking for the best to buy always select the fine meats from the Abernathy Meat Products. We commend the management here for their efforts to serve our people honestly and fairly.

## W.H. Nelson Real Estate

W.H. Nelson - Owner

This prominent firm is located at 6701 Indiana in Lubbock, phone 792-4751.

This is one of the most dependable real estate firms in this section of the state offering all kinds of city and country properties. Your best investment today is real estate, regardless if you invest in a homesite, farm or business

location. They also have many income listings for a really worthwhile investment.

If you have any real estate you would like to turn into cash, get in touch with this reliable firm and they will sell this property as well as rent it for you, if you wish.

W. H. Nelson Real Estate extends an excellent service to

the people of this section with their understanding and interest in the growth of our section.

The editing staff of this 1981 Lubbock Business Review are more than glad to give them extended mention, and invite our readers to contact them soon.

## Consumer's Fuel Association

Dub Royal - Manager  
Keith Ellis - Asst. Manager

Occasionally in the preparation of our review section, we come across a business that provides many goods and services and it becomes difficult to describe each singular service adequately. One such business is Consumer's Fuel Assn. located at 829 W. Service Road in Abernathy, phone 298-2584, and in Lubbock phone 744-0330.

While it's easy to say they feature the best in butane and propane they also carry tires, batteries, gas, oil, diesel, farm accessories and will repair tractor tires anywhere.

When you contact this firm you can rest assured they'll do everything they can to provide you with the same courteous service they've become famous for. Consumer's Fuel Assn. is a

Co-op: owned by the people who use it.

They realize that satisfied customers & a good reputation are two of the best assets any company can have.

When you are in need of any of the services offered by this firm, we the editors of this 1981 Review are proud to recommend Consumer's Fuel Assn.

## University Manor

Privately Owned

Janele Alexander - Administrator

University Manor, located at 2400 Quaker in Lubbock, phone 792-2831, is doing their part in the care of the aged, the chronically ill and the convalescent. To assist you in selecting the right nursing they offer this message.

"We Americans are not just living longer, we are living more useful productive lives. But an increasing number of chronically ill, the old, the convalescent need someplace other than the hospital and

their home where they can receive personal health care, round the clock attention and the opportunity to continue to live their lives with meaning. As your community health care facility we want to help you make the right decision. Here are some guide lines:

See your family physician to determine the type of facility you need.

Ask us for cost in writing and financial advice about Medicare and Medicaid.

Check our food quality. Verify our safety features. Finally, observe how our Residents spend their time.

There is a lot more to selecting the right nursing home. We want to help. If you have any questions please call or visit us."

We, the editors of this 1981 Lubbock Business Review appreciate this message from University Manor and highly recommend them to all our readers.

## Fisher Trim & Glass

David & Lisa Fisher - Owners

Custom automobile upholstery is done in this area by Fisher Trim & Glass and they are the recognized professionals in the field! Stop in at their shop at 3805 Avenue H in Lubbock, phone 744-8832, and they'll be proud to show you some of their quality workmanship. They feature original or custom seat covers, vinyl or convertible tops, protective body moulding, sun roofs, carpet, and automobile glass.

This quality-minded firm puts the same skill and dedication into every automobile and truck seat they

recover as they do in their award-winning show cars. You know you're getting the best when these experienced craftsmen are on the job. They also do boat covers, air-craft seats and all types of heavy sewing of leathers, naughahides and vinyls.

You can call Fisher Trim And Glass at 744-8832 or you can bring that old car seat in for an accurate estimate. The editors of this 1981 Business Review urge all of our readers to consider this well known firm for anything that requires professional upholstery work!

## Perry Brothers Inc.

Ruby Shockley - Manager

Do you ever spend precious time finding a parking place and then more time just waiting?

At this outstanding variety store, convenience is the primary goal. The prices are just as low in most cases as the so-called "discount stores" which we seem to be drawn to these days? If you make a habit of shopping at Perry Brothers, Inc. in Floydada located at 114

East California, phone 983-3510, this would never be a problem!

At this outstanding variety store, convenience is the primary goal. The prices are just as low in most cases as the so-called "discount stores" you were in a "discount store"

and someone asked if they could help you find something?

At Perry Brothers, Inc. you'll find most everything you need for home, school or work.

The editors of this 1981 Business Review urge all residents of this area to shop where service and selection are at their best.

## Lightner's Fruit And Vegetable Market

Orville & Darlene Lightner - Owners

Featuring the freshest, crispies produce you've ever tasted, Lightner's Fruit and Vegetable Market revives the tradition of the old fashioned "green grocer!" Their well-run produce market features all types of fresh fruits and vegetables, and the prices are very reasonable.

Located 1 1/2 miles West of Loop 289 on Levelland Highway in Lubbock, phone

799-2855, this quality produce market specializes in locally grown goods in season as well as other items brought in fresh every day.

They strive to keep a complete selection of fine fruits and vegetables on display at all times and pay constant attention to cleanliness and purity. You'll never find anything but the best at Lightner's Fruit and Vegetable

Market! Smart shoppers are invited to try the high quality produce available at this speciality market. For goodness, purity and real value...it's hard to beat!

The editors of this 1981 Lubbock Business Review urge all shoppers to make their produce purchases at this outstanding market.

## Abell Chevrolet Company

Ralls, Texas  
Roy Abell - Owner

Economic progress is like a wheel. When it loses speed it wobbles, and when it stops, it falls.

To keep our economy rolling, Americans must not be afraid to buy what they want and need. Demand means production more production means more jobs, stronger businesses, and more revenues, for our towns and cities, our states and the nation. It adds up to prosperity, and everybody gains.

The automobile is basic to America's economy. It accounts for one sixth of our Gross National Product. Thirteen million jobs one in every six and 800,000 businesses, from steel companies to corner service stations, depend on the automobile.

Right now is the time to buy a chevrolet. Used car values are high. Operating costs on 1981 Better Business Review we, the editors, offer our praise to this well-liked Chevy dealer who has served this area honestly and faithfully, and suggest to our readers that they make Abell Chevrolet Company at 610 S. Main in Ralls, Texas, phone 253-2566, and in Lubbock phone 765-9862, their headquarters for new and used car purchases. A fine service and parts department gives the added plus. These men don't guess at your problems or your needs, for with their experience they know the answers. Keep the wheel of progress rolling...Go to ABELL CHEVROLET COMPANY today!!

## Lane Bookkeeping Service

Royce and Barbara Lane - Owners

The importance of keeping accurate records has long been known to businessmen, who are interested in making a profit. It's a good plan for every business, no matter how large or how small, to keep good records and Lane Bookkeeping Service can help you do it!

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complete tax return preparation, it's the easiest, best way to have your accounts kept in order. Professional bookkeeping is also a great idea for the family who wants to run their finances extra smoothly.

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The editors of this 1981 Business Review think that your home or business will run a lot smoother with this outstanding firm on the job!

## Machine

Automotive men, industrial-this reputable company has region's leading machine shop. Its manufacturers and others established an enviable following of satisfied customers and production work as well as work in the Lubbock area have because they turn out jobs on welding and other specialty come to depend on ARA schedule and produce the kind jobs. Before you let anyone do Precision Machine for custom of quality that brings their your machine work, check with lathe and machine services. clients back again and again! this well established concern! Conveniently located at Box 210 H. Brownfield Hwy. in equipment required for a Lubbock Business Review are Wolforth, phone 866-4261, perfect job every time, the ARA pleased to recommend this fine Precision Machine is the shop!

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# EL EDITOR

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PRICES GOOD THRU JULY 25TH

# UNITED Supermarkets

# SELF SERVICE PRICES

QUANTITY RIGHTS RESERVED

**BORDEN EAGLE BRAND MILK**



**89¢**

**CASH SAVINGS**

65th Anniversary BONUS SAVINGS

**GLADIOLA FLOUR**

5 LB. BAG

**89¢**

**S&H GREEN STAMPS TOO**

65th Anniversary BONUS SAVINGS

**CASCADE AUTOMATIC DISH DETERGENT**

35 OZ. 13' OFF LABEL

**\$1.29**



S&H Green Stamps

**BLACK-OUT BINGO**

WIN... 1200 S&H GREEN STAMPS



**EVERY-BODY WINS**



**HAWAIIAN PUNCH** ALL FLAVORS 46 OZ. **69¢**

**COMET CLEANSER** 21 OZ. **59¢**

**CATTLEMAN'S BARBEQUE SAUCE**

18 OZ.

**39¢**

LIMIT 2 THEREAFTER 49¢



**MRS. BAIRD'S BREAD**

1 1/2 LB. "EXTRA THIN"

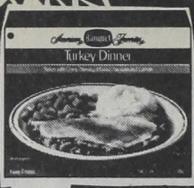
**49¢**

**BANQUET DINNERS**

1 1/2 LB. TURKEY DINNER

**39¢**

LIMIT 6 THEREAFTER 59¢



**JOHNSON'S BABY SHAMPOO** \$1.49

7 OZ. ....

**JOHNSON'S BABY OIL** \$1.98

10 OZ. ....

**DOUBLE STAMPS SUNDAY!**

WITH A \$2.50 PURCHASE OR MORE EXCLUDING CIGARETTES




**LYSOL SPRAY** REG. OR SCENT II 18 OZ. **\$2.29**



**LOVE MY CARPET DEODORIZER** 20 OZ. REG. CITRUS FLORAL **\$1.79**

**"GARDEN FRESH PRODUCE"**

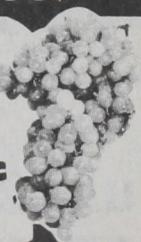
**VINE RIPE CANTALOUPE** LB. **19¢**



**NO. 1 RUSSET POTATOES** 5 LB. BAG **99¢**



**THOMPSON SEEDLESS GRAPES** LB. **89¢**



**CALIF. ICEBERG LETTUCE** LB. **39¢**

**GREEN ONIONS** PENCIL SIZE 2 BUNCHES **39¢**

# "AT A FULL SERVICE" SUPERMARKET!

<p><b>SWIFT TENDERLEAN PORK ROAST</b> BOSTON BUTT <b>98¢</b> LB.</p>	<p><b>SWIFT TENDERLEAN BACKBONE</b> COUNTRY STYLE <b>\$1.19</b> LB.</p>	<p><b>SWIFT TENDERLEAN CENTER CUT RIB PORK CHOPS</b> <b>\$1.79</b> LB.</p>
<p>65th Anniversary BONUS SAVINGS</p>		
<p><b>SWIFT TENDERLEAN QUARTERLOIN PORK CHOPS</b> <b>\$1.39</b> LB.</p>	<p><b>SWIFT TENDERLEAN PORK STEAK</b> <b>\$1.29</b> LB.</p>	<p><b>SWIFT TENDERLEAN EXTRA THICK LOIN CUT PORK CHOPS</b> <b>\$1.98</b> LB.</p>

<p><b>FRESH FAMILY PAK GROUND BEEF</b> <b>98¢</b> LB.</p>	<p><b>65th Anniversary BONUS SAVINGS</b></p>	<p><b>UNITED TRU-TENDR RIB STEAK</b> <b>\$1.98</b> LB.</p>	<p><b>65th Anniversary BONUS SAVINGS</b></p>	<p><b>WISCONSIN RED RIND LONGHORN CHEDDAR CHEESE</b> <b>\$1.98</b> LB.</p>
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**DOUBLE GREEN STAMPS WED.!** WITH A \$2.50 PURCHASE OR MORE EXCLUDING CIGARETTES

<p><b>PILLSBURY HUNGRY JACK BISCUITS</b></p>	<p><b>BUTTERMILK FLUFFY BUTTERMILK BUTTER TASTIN' 5 OZ.</b> <b>3 FOR \$1</b></p>	<p><b>KRAFT PARKAY MARGARINE 1 LB. QUARTERS</b> <b>2 FOR \$2.89</b></p>
<p><b>YOPLAIT YOGURT</b></p>	<p><b>ALL FLAVORS 6 OZ.</b> <b>3 FOR \$1</b></p>	

**"FROZEN FOOD"**

<p><b>BELL SHERBET</b> <b>\$1.39</b> 1/2 GAL. ALL FLAVORS</p>	<p><b>STILLWELL BREADED OKRA</b> <b>\$1.09</b> 24 OZ.</p>
<p><b>FISHERBOY FISH STICKS</b> <b>59¢</b> 8 OZ.</p>	<p><b>MINUTE MAID APPLE JUICE</b> <b>79¢</b> 12 OZ.</p>

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**UNITED Supermarkets**

QUANTITY RIGHTS RESERVED



**DOCTOR CARIÑO**

Querido Dr. Cariño:

Me da gusto saludarlo, quiero felicitarlo en sus consejos bien dados a todo el publico. Mi problema es mi compañera de trabajo. Todo el tiempo anda detras de mi. Pese mosca detras de asucar. No se como decirle que me deja en paz. Sus avances amorosos me estorban mucho, porque esta muy fea!!! y pansona!!! Como la hago entender? Ya le dije una vez y no entiende. Espero su respuesta.

Firma — Montificado

Querido Montificado:

Le acompaño sus sentimiento porque en un tiempo yo me encontraba en la misma situación. Solo que el consejo que le doy los doy con experiencia propia. Todos sabemos que la mayoría de las mujeres son celosas. Juege en esa aventura. Lleve con usted a su trabajo varias de sus novias, si es que no es usted casado. Trate de llevar las mas bonitas y pongales bastante atención especialmente en frente de su compañera de trabajo. Le aseguro que muy pronto le suberan los celos a su compañera y lo va tirar a lion!

Gracias y Buena Suerte

## Rayito de Luz

Por Sofia Martinez

Dice un canto: "Quita la piedra deja el agua correr. Mira que las almas se van a perder, hablales de Cristo ese es tu deber, si el agua se estanca no podra correr."

Muchas almas tienen sed de la Palabra de Dios, pero muchas personas son como piedras que estorban y no dejan que el agua de la vida eterna penetre en los corazones. Esas personas que aparentan ser cristianos y practican la brujería, las adivinaciones, el espiritismo, la superstición y la idolatría. Odios, asesinatos, separación de matrimonios, desunión entre familiares y entre amistades, y muchas cosas más que son el resultado a causa de esos lobos vestidos con piel de oveja.

Esa gente dice que habla con los muertos, que son mediums, enseñan y adoran ídolos, ofrecen toda clase de

amuletos para la buena suerte (Cuentos de brujas) Te Ofrecen Relicarios, oraciones, aceites, aguas milagrosas, estampitas, cera, yerbas y polvos, te leen la mano, te echan las cartas y muchas otras cosas que aunque se las llamen benditas son metiras del diablo, pero nadie lesquita la mascara, nadie dice nada de esas gente que así engaña; pero Dios dice en su Palabra Revelaciones 21, 8: "Pero a los cobardes, a los renegados, corripidos, asesinos, impuros, hechiceros e idolatras, en una palabra, a todos los embusteros, la herencia que le corresponde es el lago de fuego (infierno)."

Mi estimado hermano: No se deje engañar, lea la Palabra de Dios, crea en El, que nos ama tanto, que nos ha dado a su Unico Hijo que padeció y murió por nosotros (por usted y por mi) para librarnos del poder de

satanas. No tenga miedo Dios siempre está con Ud. Dios nos cuida, nos ama y con El, que nada nos faltara. (Salmo 23). Si de verdad creemos en El Unico Dios Verdadero y en Jesucristo su Unico Hijo, (Credo) no demos lugar al diablo, porque el es enemigo de Dios y de nuestra salvación, tiene poder de hacer señales milagrosas pero no son para la salvación de la gente sin opara la perdición. (Revelaciones 12 y 13). Lea tambien Romanos 1, 18 y siguietes y encontrara los grandes males que resultan por practicar Idolatría. Por atribuirle poderes milagrosos a las cosas, a las cosas, a los astros del cielo y demas...

"Busquen a Dios los humildes de la tierra; cumplan su ley, practiquen la justicia, busquen la mansedumbre, y quizá quedaran al abrigo de Diso el día de la ira de El." (Sofonias 2,3)

# BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS

## Job Opportunities

### JOIN THE EMPLOYABLES

We can teach you.

- Office Machines (IBM Key Punch included) in 3 Mo.
- Stenographic in 4 Mo.
- Bookkeeping in 5 Mo.
- Secretarial (Executive Assist. Medical) in 6 Mo.
- Accounting in 7 Mo.

If financial assistance is needed, federal grants and loans are available to qualified applicants. Now enrolling for day or night classes. FREE PLACEMENT ASSISTANCE

CALL 747-4339 for complete information  
**AMERICAN COMMERCIAL COLLEGE**  
2007 34th Street  
Schools also in Abilene, Midland, Odessa and San Angelo.  
"Certified by the Texas Education Agency"

Shirts & Plants—Wide Variety of summer shirts, tank tops, shorts, caps, transfers, lettering and house plants.  
**SHIRT WORLD**  
2405 34th 792-5281

**Building Superintendent**  
Salary range \$1,390-\$2,016 monthly. Requires combination of education and experience equivalent to graduation from high school and seven years experience in building operation and repair, including three years of responsible supervisory experience. Knowledge of heating/air conditioning operation and repair.

**Building and Maintenance Supervisor**  
Salary range \$976-\$1,416 monthly. Requires combination of education and experience equivalent to graduation from high school and three years of building maintenance and operation experience, including operation of heating/air conditioning equipment.

Apply Personnel Department  
Rm. 211, 10th & Ave. J  
Equal Opportunity Employer

**Here It Comes  
El Editor  
2nd Annual  
Menudazo**

## TEXAS TECH UNIVERSITY

For information regarding employment opportunities at Texas Tech University, call 742-2211

"Equal Employment Opportunity through Affirmative Action"

## LUBBOCK GENERAL HOSPITAL

For more information regarding employment opportunities at Lubbock General Hospital Call 743-3352

Equal Opportunity Employer

## Community Services of the City of Lubbock

Contact Us For Assistance In  
•Applying for food stamps or AFDC  
•Home weatherization and insulation.  
•Obtaining information about available help in Lubbock.  
We have three offices  
Central 820 Texas Ave.  
Arnett Benson 2407 1st East, 1709 Parkway Mall

## ¿Necesita Ud. Ayuda Legal?

Las oficinas de West Texas Legal Services ofrece representación gratuita para los residentes de los condados de Hale, Hockley, Lamb y Lubbock

**Asisten En Casos Como Los Siguietes:**  
Clausura de Propiedad • Asociar  
Beneficios de Gobierno • Problemas de Consumidor (Welfare)  
Evisaciones • Inmigración  
Testamentos • Medicad Medicare  
Divorcios y casos familiares • Seguro Social

Servicios Legales asiste en todo caso civil. No asisten en Caso Criminal.

We are now serving nine counties which are Crosby Lubbock, Hockley, Cochran, Yoakum, Terry, Lynn Dawson, and Gaines. Our toll free number is 1-800-692-1341 (in the Lubbock office)  
West Texas Legal Services Suite 1601, Metro Tower Lubbock, Texas 79401

## ALCORTE Automotive Repairs

Brakes Engine 763-3656 763-3648  
902 Ave A Lubbock, Texas  
Pete Alcorde, owner

Ortiz Real Estate and Tax Service  
4508 Ave H Lubbock, Tx.  
Phone 762-8459  
Gilbert Ortiz, owner

Especializamos en arreglar papeles de inmigración.

Para el mejor Trabajo de Imprenta

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**Printing Co**  
797-8050  
3009-A 34th St. Lubbock, TX.

## TEXACO

Auto Service  
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Ramon's Texaco  
Phone 744-0212  
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## Las Casuelas Cafe

Open 11 am to 4 pm  
Closed Wednesday Fri., Sat., & Sun.  
Open til 3 am  
718 4th St. & Ave. G

## EMPIRE PAPE SHOP

Money Loaned On Guns, TVs, Stereos Tools, & Jewelry  
1120 19th St.  
747-7043 Lubbock

## Fishing Worms

Bait Size Red Wigglers 50 to cup \$1.50  
2805 Amherst-765-8748

## West Texas Legal Services

Experience legal secretary. Efficient use of typewriter and dictaphone. Reliable means of transportation, bilingual preferred. Salary depends upon experience and qualification. Call Leticia at 763-4557.

Equal Employment Opportunity Employer.

## AMIGO!

Pest Control

763-3841

**Tough to Bear  
EL EDITOR**

## City Ordinances

Ordinance No. 8203

An Ordinance amending Chapter 31 of the code of Ordinances of the City of Lubbock, Texas, by adding thereto a new Article VI entitled "operation of wreckers and wrecker businesses"; providing definitions; providing for permits; providing for wrecker certification and equipment and safety standards; providing for suspension or revocation of

permits and certificates; providing for maximum fees; prohibiting driving wreckers to scene of collisions, solicitation of wrecker business, interception of police radio calls; restricting private parking hauls; providing for a police wrecker rotation list; setting out duties of permit holders; providing a savings clause; providing for publication; and providing a penalty.

Reaching more than **100,000** Spanish Speaking Persons

## SOPA DE LETRAS

R	U	S	F	R	A	N	C	I	E	S	P
A	N	E	U	G	A	N	E	P	O	C	A
A	A	L	E	T	S	M	A	N	I	A	M
I	N	U	C	S	O	M	M	T	G	O	S
S	L	A	T	E	R	A	O	S	R	M	T
A	R	A	L	O	N	D	R	E	S	L	E
L	T	E	E	S	C	R	S	P	O	O	R
E	C	E	I	N	A	I	Y	A	G	C	D
S	A	L	N	E	R	D	S	D	G	O	A
U	A	L	I	A	C	E	I	U	A	T	M
R	V	I	P	G	S	O	B	B	T	S	A
B	E	R	L	I	N	E	A	M	O	E	Y

Encontrar 12 capitales europeas:

Londres	Amsterdam	Copenhague
Madrid	Brusela	Moscú
Paris	Roma	Budapest
Berlin	Estocolmo	Atenas

# L.U.L.A.C.

**Jandango Presents Jalapeno**  
in LUBBOCK, TEXAS

**MUSICA CALIENTE !!! MUSICA PICOSA !!!**

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- HENRY BALDERAMA Y LA PATRIA DE SAN ANTONIO
- "LA FORMULA" DE SAN ANGELO
- "CHISTA" DE LUBBOCK
- "THE LATIN SOULS" DE LUBBOCK
- "THE LATIN BREED" DE SAN ANTONIO
- "LOS DANTES" DE DALLAS
- "ALEGANZIA" DE ODESSA
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- "LA COMPANIA" DE PECOS

**Plus LOW RIDER CAR SHOW and COMPETITION**

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D.J. HYDRAULICS (Domingo Hernandez Prop.) and LOW RIDER Magazine

DATE: Sunday, Sept. 6th '81 PLACE: LUBBOCK SPEEDWAY (4 MI. SOUTH ON TAHOKA HWY.)  
TIME: 12:00 pm - 9:00 pm PRICE: \$3.00 ADULTS \$1.00 6-12 YRS. OLD

CO-SPONSORS: • LUBBOCK SPEEDWAY • CASA BLANCA - CARLOS PEREZ • EL CABALLERO - WILLIE ACOSTA • LA FIESTA - PETE RODRIGUEZ

FOR MORE INFORMATION Call: LULAC (806) 747-5775 or D.J. HYDRAULICS 747-5748